

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
(Case No. 03-380)

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| In re Application of: |) | |
| |) | |
| Scott A. Rosenberg et al. |) | |
| |) | Group Art Unit: 3622 |
| Serial No.: 09/978,144 |) | |
| |) | Examiner: Jeffrey D. Carlson |
| Filed: October 15, 2001 |) | |
| |) | Confirmation No.: 4095 |
| For: Method and System for |) | |
| Dynamic Ad Placement |) | |

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Pursuant to the duty of disclosure provided by 37 C.F.R. § 1.56 and §§ 1.97-98, Applicant wishes to make of record in the above-identified application the references listed on the PTO/SB/08a and PTO/SB/08b forms submitted herewith. Applicant requests that these references be given careful consideration and that they be cited of record in the prosecution history of the present application so that they will appear on the face of the patent issuing from the present application. Pursuant to the Office's waiver of 37 C.F.R. § 1.98 (a)(2)(ii), copies of the U.S. patent documents are not enclosed.

Portions of the references may be material to the examination of the pending claims, however no such admission is intended. The references have not been reviewed in sufficient detail to make any other representation and, in particular, no representation is intended as to the

relative importance of any portion of the references. This Statement is not a representation that the cited references have effective dates early enough to be “prior art” within the meaning of 35 U.S.C. §§ 102-103, nor is this submission to be construed as a representation that a search has been made.

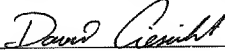
This Statement and accompanying Information Disclosure Statement forms are being submitted before the mailing of a first Office Action on the merits. Thus, Applicant believes that no fee is due. However, should any fee(s) be required under 37 C.F.R. §§ 1.16-1.21, the Patent Office is hereby authorized to charge such fee(s) to Deposit Account No. 13-2490.

Respectfully submitted,

**McDonnell, Boehnen,
Hulbert, and Berghoff LLP**

Dated: April 5, 2007

By:



David L. Ciesielski
Registration No. 57,432

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|------------------------|--------------------|
| Application Number | 09/978,144 |
| Filing Date | October 15, 2001 |
| First Named Inventor | Scott A. Rosenberg |
| Art Unit | 3622 |
| Examiner Name | Jeffrey D. Carlson |
| Attorney Docket Number | 03-380 |

[illegible]

| Examiner Initials* | Cite No ¹ | Foreign Patent Document | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear | Footnote |
|--------------------|----------------------|---|--------------------------------|--|---|----------|
| | | Country Code ³ *Number ⁴ *Kind Code ⁵ (if known) | | | | |
| | 3 | WO 02/056577 | 07-18-2002 | Rosenberg, Scott A. | | |
| | 4 | WO 02/33973 A2 | 04-25-2002 | Rosenberg, Scott A. | | |
| | 5 | WO 99/04561 A | 01-28-1999 | Alexander et al. | | |
| | 6 | WO 96/08921 | 03-21-1996 | Iggulden et al. | | |
| | 7 | WO 02/33975 A2 | 04-25-2002 | Rosenberg et al. | | |

Date Considered

American LegalNet, Inc.
www.FormsWorkflow.com

